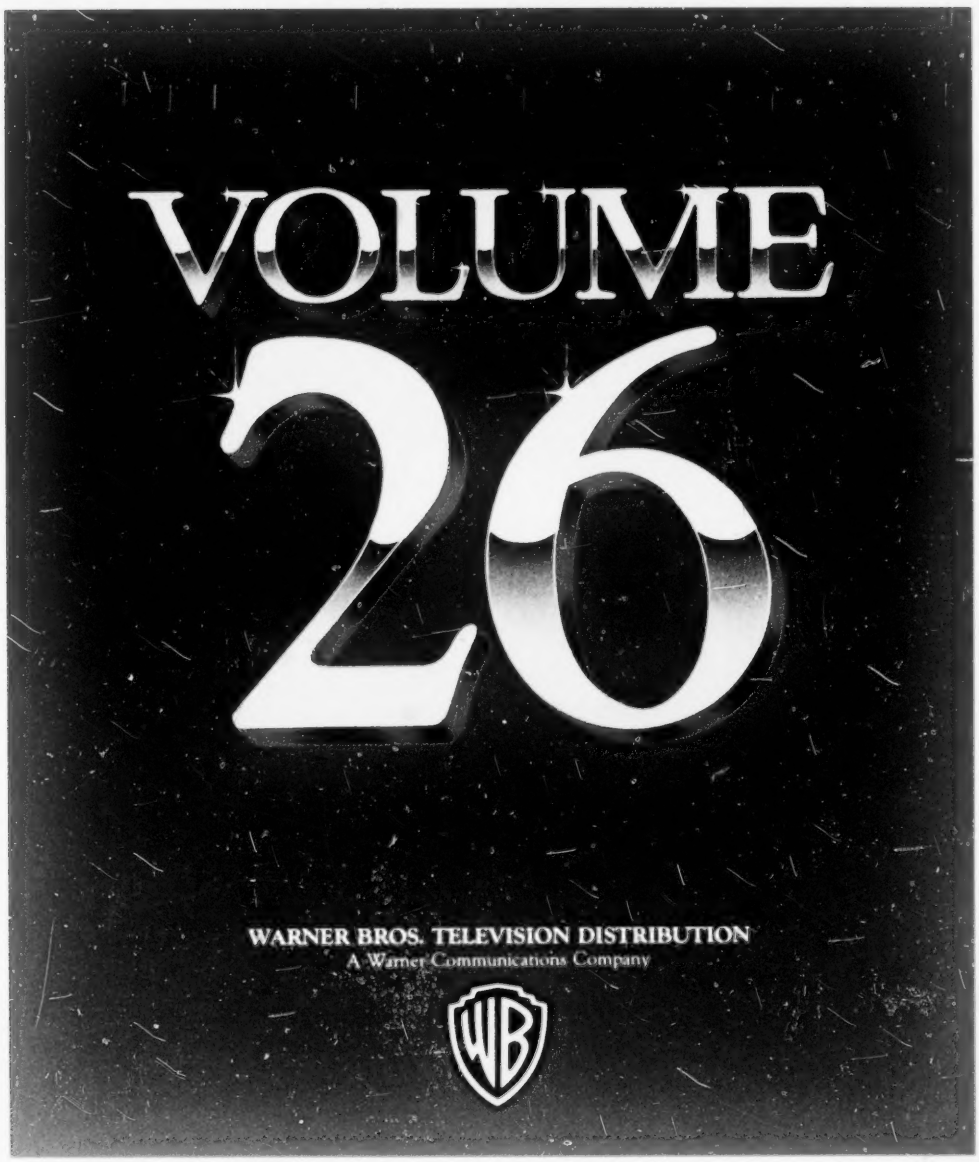
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 10



55th Year 1986
BROADCASTING
AGENCIES:
THE TOP 50

Broadcasting Feb 10

Top 50 advertising agencies
Wesray, Outlet management buy company
Coverage from RAB, NRB

OUTLET BUYOUT □ Wesray Corp. and Outlet management team up to buy Outlet Co. **PAGE 31.**

BOGGED DOWN □ Senate fails to move measure to televise upper chamber, but will take up resolution again next week. **PAGE 32.**

BUDGET 86 □ Only public broadcasting receives salvo in President's budget. **PAGE 33.**

THINGS GO BETTER □ Coca-Cola appears set to buy Merv Griffin Enterprises. **PAGE 35.**

WINNERS ARE □ ABC's *Nightline* wins special gold baton in duPont awards. **PAGE 36.**

LOOKING FOR A FOURTH □ Probing the possibilities of another commercial network. **PAGE 36.**

TOP 50 AGENCIES □ BROADCASTING's annual survey of the top 50 Fifth Estate advertising agencies finds Young & Rubicam topping the list again with over $1.5 billion in television, radio and cable billings. J. Walter Thompson also tops $1 billion. **PAGE 42.**

VIDEO TROUBLES □ A number of music video stations fall on hard times as attracting sponsors becomes difficult. **PAGE 53.**

WINNING WAYS □ Two *Cosby* episodes push NBC to victory in week nine. **PAGE 56.**

FOR FALL DEBUT □ Eight syndicated shows look like firm go's for fall, with many of them coming from the ranks of the smaller production houses. **PAGE 58.**

RAB CONFAB □ Over 1,000 sales managers convene in Dallas for Radio Advertising Bureau's Managing Sales Conference. Sessions concern selling more effectively, new research services, direct mail marketing, small-market sales and selling older demographics. **PAGES 61-64.**

ANOTHER ROUND □ New study that shows public acceptance of alcohol equivalence leads Seagram vice president of corporate development, Stephen Herbits, to restate liquor company's demands that PSAs air on TV. **PAGE 65.**

MORE MONEY □ Budget increase is giving Cable Satellite Public Affairs Network boost. **PAGE 67.**

GEARING UP □ U.S. preps for ITU conference meeting on expansion of AM band. **PAGE 68.**

FREE ADVICE □ Former NBC executive Julian Goodman suggests networks get together and form entity to negotiate Olympic rights. **PAGE 70.**

GOSPEL GET-TOGETHER □ National Religious Broadcasters convention hears from Falwell, Buchanan, Swaggert, Graham, and Reagan on videotape. **PAGE 72.**

AND THE ORDER □ FCC releases order on decision concerning home earth station regulation, Dawson dissents. **PAGE 81.**

BLASTING EEO □ FCC proposal to ease equal employment opportunity burdens draws fire in comments. **PAGE 82.**

LONG ROAD □ Ken Hatch has risen from humble beginnings to become president of KIRO-TV Seattle and an executive at parent, Bonneville. **PAGE 103.**

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Business Briefly

TV ONLY

Armour Classic 2:10 commercials will be promoted in fast week flight starting in mid-February in Los Angeles, Phoenix and six Florida markets. Prime and fringe periods will be used for commercials. Target: women 25-54. Agency: Ketchum, McLeod & Grove, Pittsburgh.

BMW Automobiles Four-week flight set to run in about 30 markets beginning in mid-February. Commercials will be presented in three formats. Target: men 25-54. Agency: Ammirati & Puris, New York.

Chattem Inc. Four-week campaign of national spot TV designed to reach 85% of U.S. TV households. Targeted for week as support to Memorial Day in-store promotion during first quarter. Cosmetics. Commercials will run in prime, daytime and fringe segments. Target: women 18-49. Agency: Wells, Rich, Greene, Inc., New York.

Glenbrook Laboratories Phillips Milk of Magnesia will be highlighted in spot

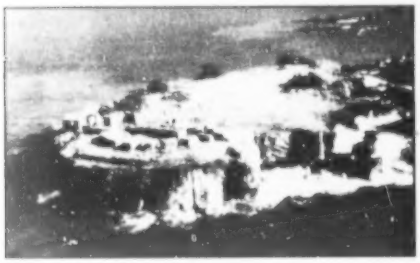
campaign in 31 markets [illegible] network television [illegible] begin in late January and continue through March. [illegible] Agency: Doner & Co., Detroit.

Agency: Cunningham & Walsh, New York.

Elias Bros. Restaurants Two-week flight is set to begin in mid-February for two weeks in 10 to 12 markets in Michigan and Ohio. Commercials will appear in daytime, fringe and sports and weather segments. Target: adults 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

CBS Records Campaign for British recording artist Sade will begin 12-day flight Feb. 19. Day, prime, early and late fringe, weekend time slots will be used in nine markets, including San Francisco and Dallas. Target: adults 18-34 and teens. Agency: Wunderman, Ricotta, New York.

Bermuda Department of Tourism Spring campaign will be launched in early March in Philadelphia, followed by New York and Washington in mid-March,



and running through May. Schedule will be shown in prime time and late fringe periods and on sports and news programs. Target: adults 25-64. Agency: Doyle, Dane & Bernbach, New York.

RADIO ONLY

Wohl Shoes Women's shoes will be [illegible] one-week flight to begin [illegible] week in about 20 markets, including Mississippi and Tulsa, Okla. Commercials will be carried in all dayparts. Target: women 18-49. Agency: Tatham-Laird & Kudner, Chicago.

Coors Beer Advertiser began 12-week flight in late December, which will continue through March. Commercials run in early and late fringes, prime, across-the-board and weekend time slots in virtually all markets. Target: men 18-34. Agency: Foote, Cone and Belding, Chicago.

Prudential Insurance Commercials promoting the advertiser's insurance will run in nine markets including Albany, N.Y., Omaha, Neb., Denver and Green

Lotta viewing. [illegible] television viewing reached [illegible] according to Nielsen [illegible] be two minutes higher [illegible] eighth consecutive year.

Hours of TV Usage Per TV Home Per Day

	1978	1979	1980	1981	1982	1983	1984	1985
Jan.	7:08	7:20	7:26	7:31	7:40	7:51	7:49	7:55
Feb.	7:03	7:17	7:22	7:24	7:35	7:43	7:46	7:50
Mar.	6:36	6:41	6:48	6:50	6:58	7:02	7:04	7:08
Apr.	6:05	6:06	6:10	6:12	6:21	6:25	6:26	6:30
May	5:46	5:50	5:55	5:59	6:04	6:08	6:07	6:12
Jun.	5:28	5:30	5:35	5:38	5:43	5:47	5:46	5:51
Jul.	5:32	5:40	5:45	5:50	5:51	5:53	5:52	5:58
Aug.	5:42	5:55	6:00	6:05	6:07	6:11	6:10	6:15
Sep.	6:09	6:16	6:16	6:23	6:28	6:31	6:31	6:37
Oct.	6:25	6:32	6:36	6:39	6:47	6:49	6:49	6:55
Nov.	6:44	6:49	7:02	7:04	7:08	7:11	7:11	7:16
Dec.	6:51	6:53	7:06	7:10	7:16	7:17	7:17	7:21
Yearly Average	6:17	6:28	6:36	6:40	6:48	6:52	6:52	6:58

*Asterisk denotes record high.

Media outlook. January issue of Wm. Ellis Co.'s newsletter, *Mediawrite*, predicts that ad costs in all media will increase at about same rate as cost per thousand. Ellis notes that with diversification of viewing, listening and reading options, advertising dollars are spread around, with much less concentration than in pre-cable days. Newsletter says that network TV should be re-evaluated because medium has seen lower cancellations and there is renewed viewer enthusiasm for special programs. Ellis envisions 8% increase in unit costs for both network daytime TV and prime time in 1986. For spot television, agency projects 8% CPM increase and for spot radio, 6% rise in unit costs.

Admarketing
Advanswers Media/ Programing
Ally & Gargano
N W Ayer
Backer & Spielvogel
Ted Bates
BBDO
Bloom Cos.
Bozell & Jacobs
Leo Burnett
Campbell-Ewald
Campbell-Mithun
Chiat/Day
Cunningham & Walsh
Special Report
Dailey & Associates
Dancer Fitzgerald Sample
D'Arcy Masius Benton & Bowles
Della Femina, Travisano & Partners
BROADCASTING'S
TOP 50
AGENCIES
W.B. Doner
Doyle Dane Bernbach
William Esty
Foote, Cone & Belding
Geer, DuBois
Geers Gross
Grey
HBM/Creamer
Jordan, Case, Taylor & McGrath
Kenyon & Eckhardt
Ketchum
Kornhauser & Calene
Laurence, Charles & Free
Levine, Huntley, Schmidt & Beaver
Lowe Marschalk
MCA
McCaffrey and McCall
McCann-Erickson
Needham Harper Worldwide
Ogilvy & Mather
Ohlmeyer
Rosenfeld, Sirowitz & Humphrey
Ross Roy
Saatchi & Saatchi Compton
Scali, McCabe, Sloves
SSC&B
Tatham-Laird & Kudner
J. Walter Thompson
Tracy-Locke
Warwick
Wells, Rich, Greene
Young & Rubicam

Top 50 Fifth Estate agency billings approach $16 billion

Domestic broadcast-cable advertising expenditures in 1985 by the leading broadcast agencies eclipsed 1984's record by 8.9%, reaching almost $15.9 billion.

The 34th annual survey by BROADCASTING of the top 50 Fifth Estate agencies shows that more than $14.06 billion was allocated to television last year, an increase of 7.9% over 1984. Radio spending by the agencies reached $1.44 billion, a jump of 15.3% over 1984. Cable TV expenditures rose 35.9% to $383.4 million. (Some agencies did not break out cable separately and included them in the television figures.)

For the eighth straight year, Young & Ru-

Broadcasting's top 50 advertising agencies

	Agency	Combined broadcast-cable billings	Total TV billings	Network TV billings	Spot TV billings	Local TV billings	Radio billings	Cable TV billings	Broadcast percentage of agency's total billings	Change from 1984	Last year's rank
1	Young & Rubicam	1,514.6	1,374.3	1,020.0	354.3	91.4	20.7	67.7	48.9	64	+11.8	1
2	J.Walter Thompson	1,164.0	1,075.0	710.0	365.0	75.0	21.0	60.0	20.0	71	+6.5	2
3	BBDO	964.0	784.0	480.0	304.0	162.0	50.0	72.0	28.0	71	+9.5	3
4	DMB&B	865.2	734.2	456.0	278.0	98.2	13.0	65.0	33.0	77		
5	Leo Burnett	840.0	810.0	640.0	170.0	30.0	2.0	22.0	5.0	67	+13.2	4
6	Ogilvy & Mather	820.0	740.0	520.0	220.0	66.0	14.0	42.0	14.0	70	+15	5
7	Dancer Fitzgerald Sample	722.4	650.0	429.5	127.0	93.5	13.5	37.8	21.6	78	+19.2	6
8	Foote, Cone & Belding	671.0	538.0	344.0	194.0	68	8.0	58.0	19.0	76	+6.6	7
9	Grey Advertising	589.2	497	330.1	167.0	82.4	4.1	41.3	26.1	66	+1.8	9
10	McCann-Erickson	492.1	452.1	286.7	165.4	59.8	7.6	52.6		63	-3.3	10
11	Doyle Dane Bernbach	457.6	408.7	239.0	169.7	58.4	7.6	23.9	16.1	45	+7.0	11
12	Saatchi & Saatchi Compton	443.0	415.0	300.0	115.0	21.0	7.0		17.0	75	+32.6	15
13	SSC&B	407.7	368.9	262.7	106.2	30.9	4.4	69.7	4.9	64	+16.7	13
14	Ted Bates	376.0	346.0	261.0	85.0	23.0	5.0	9.0	11.0	75	+16.5	16
15	NW Ayer	358.0	329.0	220.0	109.0	43.0	10.0	27.0	8.0	54	-9.6	12
16	Needham Harper Worldwide	302.4	282.4	204.6	77.7	10	10.0	62.1	5.4	45	+3.1	19
17	Backer & Spielvogel	310.2	277.6	206.2	69.3	32	2.7	30.0	6.6	81	2.4	18
18	William Esty	308.0	290.0	204.0	86.0	14.0	4.0	11.0	3.0	61	-2.8	17
19	Bozell & Jacobs	265.2	236.7	167.1	69.6	27.6	7.6	64.0	7.3	34	+29.8	23
20	Advanswers Media Programming	246.0	227.5	160.0	67.5	18.5		14.0	4.0	80	+18.8	22
21	Wells, Rich, Greene	230.1	185.0	108.0	77.0	35.0	7.5	10.0	6.0	54	-7.5	20
22	Campbell-Ewald	227.2	192.5	114.7	77.8	27.2	7.6	29.7	10.4	66	+4.6	21
23	Tracy-Locke	199.4	167.3	96.7	70.6	30	4.1	19.9	2.5	87	+12.3	25
24	Campbell-Mithun	198.7	178.2	124.6	53.6	6.9	3.7	7.7	3.0	60	+10.5	24
25	HBM Creamer	197.1	180.1	83.0	97.1	20.0	2.0	10.0	5.0	58	-14.9	27
26	Della Femina, Travisano & Partners	196.7	164.7	83.8	80.9	8.2	2.0	9.0	13.8	79	+10.9	26
27	Chiat/Day	190.0	178.0	118.0	60.0	8.0	2.0	10.0	2.0	76	+40.7	31
28	Cunningham & Walsh	175.0	150.0	96.0	54.0	9.0	2.0	11.0	13.0	49	+7.7	28
29	Lowe Marschalk	173.1	160.1	97.1	63.0	7.0	2.0	10.4		53	+7.8	29
30	Kenyon & Eckhardt	171.0	142.0	90	52	10	3.0	10.0	10	60	-30.8	32
31	Jordan, Case, Taylor & McGrath	159.0	98.0	74.0	24.0	5.0	8.0	8.0	10.0	76	+31.4	35
32	Admarketing	156.7	150.0	110.0	40.0	6.7				93	+8.7	30
33	Ketchum Communications	137.2	109.6	53.0	54.7	27.3	8.7	31.6	6.3	42	-19.1	36
34	Scali, McCabe, Sloves	133.0	116.0	64.0	52.0	16.0		12.0	1.0	53	+8.0	34
35	Ally & Gargano	131.1	120.6	47.5	70.8	10.5		9.3	2.0	69	+31.1	39
36	WB Doner	113.6	99.6	71.6	28.0	14.0	2.0	10.4	2.0	66	+5.2	37
37	Dailey & Associates	102.1	97.8	59.7	38.1	4.3	0.0	10.7	1.0	66	+5.1	40
38	Ohlmeyer Advertising	100.9	96.7	83.2	13.5	0.8	0.8	2.0	5.0	92	-17.5	33
39	Tatham-Laird & Kudner	97.0	84.0	45.0	39.0	13.0	1.0	2.0	11.0	31	-2.6	41
40	Rosenfeld, Sirowitz & Humphrey	93.8	86.4	68.5	17.9	5.4	1.5	4.4	2.5	67	-7.1	38
41	MCA Advertising	89.0	89.0	49.0	40.0	0.0		0.0	0.0	50	+11.3	44
42	Kornhauser & Calene	86.0	73.0	60.0	13.0	11.0	2.0	0.0	0.0	70		43
43	Laurence, Charles & Free	70.0	61.0	35.0	26.0	6.0	2.0	1.0	1.0	30	+7.7	46
44	Geers Gross	70.0	66.0	27.0	45.0	3.0		0.0	1.0	50	+35.9	49
45	Bloom Cos.	69.7	43.1	23.6	19.5	20.6	0.7	16.0		41	+36.9	50
46	Ross Roy	66.1	43.9	16.7	27.6	19.5	5.0	10.8	2.4	26	-25.1	42
47	McCaffrey & McCall	64.0	51.2	47.0	4.2	10.0	2.1	0.7	2.1	53	10.0	45
48	Warwick Advertising	58.9	51.8	44.7	7.1	5.6	2.5	2.6	1.5	41	+5.6	47
49	Geer, DuBois	57.4	47.3	15.6	31.7	8.2	1.9	0.3	4.9	55		
50	Levine, Huntley, Schmidt & Beaver	53.5	50.0	19.0	31.0	3.0		0.0	0.0	59		

Although many agencies report cable billings with their TV billings, Broadcasting has estimated cable figures for all firms category in this chart. The combined broadcast-cable billings figure is derived from adding television totals and cable categories.

bicam romped off with top honors, amassing $1,514,600,000 in broadcast and cable billings, up 11.8% over 1984.

J. Walter Thompson was the only other agency to top $1 billion, with billings of $1,164,000,000. BBDO remained in third place with $924 million, up 9.5%. D'Arcy Masius Benton & Bowles, the merged agency of D'Arcy MacManus Masius and Benton & Bowles, catapulted into fourth place with expenditures of $865 million. Leo Burnett moved to fifth place with $840 million.

Y&R showed the largest broadcast-cable billing surge, with a $164-million gain over 1984. Dancer Fitzgerald Sample was runner-up with an additional $126.6 million in billings.

The agencies which showed the greatest percentage increase were Chiat/Day, up 40.7%; The Bloom Cos., up 36.9%, and Geers Gross, up 35.9%.

On the minus side was McCann-Erickson, which stressed that its figures were not final. McCann reported a decline of about $17 million, while Wells, Rich, Greene was off an estimated $18 million. Showing the greatest percentage drop was Ross Roy, down 25.1%, Ohlmeyer, down 17.5%, and McCaffrey & McCall, down 14%.

Billings increases were achieved by 36 agencies, while 10 experienced expenditure declines. New to the listing this year are Geer, DuBois and Levine, Huntley, Schmidt & Beaver, Waring & LaRosa moved out of the top 50 for 1985 and the creation of DMB&B provided the second vacancy.

With its enormous investment in broadcast and cable, Y&R was again the kingpin agency in various categories—total broadcast, total TV billings, total network TV billings and cable TV billings. BBDO emerged the front-runner in two sectors—total radio billings and network radio billings. DMB&B was first in spot radio billings and J. Walter Thompson first in spot television.

The following is a list in alphabetical order of the top 50 billing broadcast-cable agencies based on domestic figures. For the most part, figures were obtained directly from the agencies; estimates were obtained for others from various sources.

32

Admarketing □ This Los Angeles-based agency had broadcast-cable billings of $158.7 million in 1985, an 8.7% increase. While relinquishing the Kentucky Fried Chicken (southern California) account, the agency picked up Circuit City Stores. Furnishing 2000 and Standard Shoes. Among its other major accounts, all spot radio and TV, are Air Cal, Standard Brand Paints, C&R Clothiers.

20

Advanswers Media/Programing □ This Gardner subsidiary increased its broadcast-cable billings by 18.8% (almost $40 million) last year for a total of $246 million. Total TV billings came to $227 million ($165 million network), while radio billings totaled $15 million ($14 million spot). The agency also billed $4 million in cable advertising. New accounts for the agency in 1985 included R.T. French Foods and new product assignments from Ralston Purina, Airwick Industries and Hollywood Brands. It lost two products of the dairy division of Pet Inc.

35

Ally & Gargano □ Rising from 1984's combined broadcast-cable billings of $100 million to $131.1 million in 1985, Ally & Gargano saw its biggest increases coming in total television billings. In 1984 it had $95.3 million in the catagory, whereas in 1985 it was up 30% to $123.8 million. Network was up from last year's 35.7 at 47.5, and spot was up fro last year's 59.6 at 76.3. In radio billings the agency rose from 1984's $3.7 million to $5.3 for 1985. New accounts added during the year were Bristol-Meyers Products Division, Andrew Jergen's Co., Sanyon Electric and Frye Shoe. Accounts resigned included Travelers Insurance, Timberland Co., Scandanavian Airlines and Midway Airlines.

15

N. W. Ayer □ After registering a healthy increase in 1984, N.W.Ayer's combined broadcast-cable billings for last year fell by 9.6% to $358 million. Television expenditures accounted for $309 million ($225 million for network and $84 million for spot) while radio spending totaled $44 million ($23 million for network and $21 million for spot). For cable, the agency's billings amounted to $5 billion. Looking at each broadcast category overall television spending was down $39 million compared to 1984, while radio was off by only $2 million. Cable expenditures, on the other hand, rose by $3 million. Accounts added in 1985 include AT&T Consumer Products, Iberia and Club Med. Leaving the firm's client roster were Seven-Up and Texize.

17

Backer & Spielvogel □ This agency posted $310.3 million in combined broadcast-cable billings last year, off by 2.4% from 1984. Breaking it down, $271.6 million came from television, $32.7 million from radio and $6 million from cable. Major clients added to the agency's list of clients last year were Finesse mousse (Helene Curtis), Gold Label Soups (Campbell Soup), Miller High Life Genuine Draft beer, Hyundai Motor America, Ohs cereals (Quaker Oats), and Fisher-Price, a division of the Quaker Oats Co. Accounts resigned during the year include Juiceworks (Campbell Soup) and Lowenbrau (Miller Brewing).

14

Ted Bates □ Combined broadcast-cable billings for Ted Bates rose 16.5% to $375.6 million with the bulk of that figure—$340.5 million—concentrated on television. The agency spent $251.6 million in network television and $88.9 million on national spot television. For radio, $15.1 million was channeled to network and $8.7 million to spot. There was also $11.7 million invested in cable TV. Avis Rent-A-Car and Commodore Business Machines were added to the agency's client roster in 1985, while the R.J. Reynolds account left the company.

3

BBDO □ Broadcast expenditures rose by 9.5% to $924 million, a gain of $80 million over 1984. Television increased by about $61 million, radio by $7 million and cable by $12 million. Acquired during 1984 was Visa U.S.A. (Visa Cards and Travelers Cheques). Among the advertisers involved in network and spot radio and television and cable during the year were Black & Decker, Campbell Soup, Dodge cars/trucks, General Electric, Gillette, Pepsi-Cola and Stroh Brewery. Program sponsors in 1985 included Campbell Soup, Pepsi, General Electric, Gillette and Stroh's.

45

The Bloom Cos. □ This is the second year the Dallas-based Bloom Companies made BROADCASTING's top 50 agency list. It had total broadcast-cable billings of $69.7 million in 1985, up 36.9% from the year before. Broadcast-cable billings accounted for 41% of the agency's 1985 total billings, down from 53% in 1984. Total TV billings came to $43.1 million, up 37% from 1984, with $13.6 million earmarked to network and $29.5 million in spot. Radio totaled $26.6 million, an increase of 37% from the year before, with the lion's share ($16.9 million) going toward spot. As was the case in 1984, The Bloom Cos. reported no cable billings in 1985. Among the major accounts it added in 1985 were Anheuser-Busch's Baybry's Champagne Coolers, Asante mineral waters and Saratoga Springs mineral waters. Also, The Bloom Cos. picked up some accounts from A-B's Campbell-Taggart Division, including Colonial, Rainbo, Kilpatrick & Grant's Farm baked goods. Other new accounts were Pinkerton Tobacco (Redman chewing tobacco and Renegades smokeless tobacco) and Rick-SeaPak's Farm Rich Frozen Snack Sticks. The Bloom Cos. resigned its New York Air account.

19

Bozell & Jacobs □ Combined broadcast and cable billings at Bozell & Jacobs in 1985 were up 29.8%, a gain of more than $60 million. (Effective Jan. 3, the agency merged with Kenyon & Eckhardt with the merged entity becom-

ing Bozell Jacobs Kenyon & Eckhardt. (For the record, 1985 billings for the two agencies will be reported separately, but starting with 1986, they will be reported as a single agency.) Television billings at Bozell totaled $186.1 million ($120 million in spot), radio billings totaled almost $72 million ($64 million in spot) and cable billings totaled $7.3 million. The agency did not report any accounts gained or lost.

5

Leo Burnett □ Spurred by a $68-million gain in television, Burnett's radio-TV-cable billings moved up to $840 million, an increase of 13.2% over 1984. Accounts shifting to the Burnett fold in 1985 were M&M/Mars, Tropicana Juice, Chicagoland McDonald's Restaurants Association and Seven-Up. Dropped during the year were Wilson Sporting Goods, American Bankers Association and Nestle. Active broadcast-cable clients during the year were Commonwealth Edison, Association of Chicagoland McDonald Restaurants Association, Allstate Insurance, Heinz, Harris Bank, Keebler, Kellogg, Kraft, Maytag, Miller Brewing, M&M/Mars, Oldsmobile, Procter & Gamble and Pillsbury.

22

Campbell-Ewald □ Estimated broadcast-cable billings last year at Campbell-Ewald were up 4.5% to $227.2 million, after dropping 9.4% in 1984. Television billings totaled $183.5 million ($114.7 million in spot) and radio billings hit $37.3 million ($29.7 million in spot). Cable billings amounted to $6.4 million. The agency did not report any clients gained or lost.

24

Campbell-Mithun Inc. □ Broadcast-cable billings were up 10.5% ($19 million) to almost $200 million for Campbell-Mithun in 1985. Most of that came from the agency's television billings, which totalled $172.2 million ($123.4 million in spot). Radio billings accounted for almost $26 million and the agency also had $1 million in cable billings. Accounts added in 1985 included Physicians Health Plan, Interstate Brands, Bob Evans restaurants, Great Clips and Wilson Foods Corp. Accounts resigned included Jockey for Her and Better Homes & Gardens Real Estate Service.

27

Chiat/Day □ The agency's broadcast and cable billings totaled $190 million in 1985, a 40.7% leap over 1984, and accounted for 76% of the firm's total business. The company a number of television accounts, including the $19-million Gaines account. Mixed media accounts included NYNEX Information Resources, Trump Plaza Casino and Maxicare. Other major accounts include Apple Computers, Pizza Hut, California Cooler and Porsche.

28

Cunningham & Walsh □ C&W rebounded in 1985 with about an 8% gain (almost $13 million) in broadcast-cable billings, which totaled $175.6 million. In 1984 broadcast-cable billings were off by a little more than 1%. Most of the agency's billings come from television, which totaled $159.3 million last year ($96 million in spot), while radio billings contributed $9.6 million ($7 million in spot). Accounts added last year included AAMCO transmissions, METRA (Chicago commuter rail), Panasonic personal computers and the Downtown Sports Club (Chicago). The one account reported resigned was the Bank of New York.

Biggest spenders

Total broadcast-cable billings
Young & Rubicam—$1.51 billion

Total TV billings
Young & Rubicam—$1.37 billion

Network TV billings
Young & Rubicam—$1.02 billion

Spot TV billings
J. Walter Thompson—$363 million

Total radio billings
BBDO—$102 million

Spot radio billings
D'Arcy Masius Benton & Bowles—$85 million

Network radio billings
BBDO—$30 million

Cable TV billings
Young & Rubicam—$48.9 million

37

Dailey & Associates □ Based on a projected 5.1% increase in combined broadcast and cable billings for 1985 over 1984, Dailey and Associates was up $5 million in its billings from last year's $100 million. Of that, television amounted to $91.4 million, with $70.4 million in network and $21 million in spot. In 1984 the agency totaled $87 million for television ($67 million in network, $21 million in spot). Radio came to $12.6 million in 1985, with $530,000 in network and $12.1 million in spot. In 1984, the agency posted $500,000 in network radio and $11.5 million in spot. Cable came in at $1.1 million in 1985, compared to $1 million for the previous year.

7

Dancer Fitzgerald Sample □ DFS added a substantial $126.6 million in broadcast-cable billings during 1985, bringing its total to $722.4 million. This amounted to a 19.2% jump in expenditures. The large improvement was in television, accounting for more than $100 million of the increase. Its cable billings climbed to $21.6 million from $17.7 million in 1984 and radio rose by a comfortable $10 million. New accounts and products landed during 1985 included Stauffer Chemical, Masters Brewing Co., *U.S. News and World Report*, Pacific Northwest Bell, Hewlett Packard Microwave & Communications Instrument Group, Bell & Howell, Pioneer Electronics, AlpWater USA and Thompson Consumer Products. Resigned during the past year was Ashton-Tate. Network TV and spot TV spenders included Procter & Gamble, Toyota, Guild Wine, Royal Crown Cola, Life Savers, Clegs, Republic Air, Cadbury USA, Wendy's International and American Cyanamid. Investors on netwrk and spot radio were General Mills, Toyota Dealers, Life Savers, Republic Air and Molson Brewery.

4

D'Arcy Masius Benton & Bowles □ This agency was created out of the merger of D'Arcy MacManus & Masius with Benton & Bowles and has vaulted into fourth place with broadcast-cable billings of $865 million in 1985. Separately, in 1984 B&B reported total expenditures of $339 million while D'Arcy rolled up expenditures of $574.6 million. DMB&B invested a solid $33 million in cable last year. The agency said that in 1985 it added more than $80 million in billings. New accounts were Wilson Sporting Goods, A&P, California Avocado Commission, Jeffrey Martin, ConAgra, National Dairy Promotion, Shopko Stores and Southern Stores. Resigned during the year were Anderson Clayton, Campbell Taggart, Coleman Co., Crown Zellerbach, General Tire & Rubber, Stroh Brewery and Texaco.

26

Della Femina, Travisano & Partners □ Combined broadcast-cable billings were up almost 11% ($19 million) at Della Femina last year, to $196.7 million. Television billings totaled $164.7 million ($105.9 million in spot), radio billings totaled $30.2 million ($28.2 million in spot) and cable billings totaled almost $2 million. Accounts added in 1985 included Hayes Microcomputer Products Inc., Commodity Exchange Inc. (Commex), Financial Guaranty Insurance Co., Sportschannel, Ohr-

bach's, Polaroid Corp., Perry Ellis International and Pacific Southwest Airlines. Accounts resigned included Treesweet Products Co., Eastman Radio, First Boston, Singapore Airlines and Walt Disney Pictures.

36

W.B. Doner □ W.B. Doner was up 5.2% from 1984 when its broadcast-cable billings equaled $108.9 million, to $114.6 million in 1985. The increase was led by a gain in television billings—1984's mark of $83 million was improved to $89.8 million in 1985. Radio, however, was down from $25.9 million in 1984 to $24.4 million. Cable billings were flat at $400,000. Accounts added during the year included Sohio Gulf, Cub Foods, Hickory Farms and the American Association of Retired Persons. Accounts resigned included American Hardware Supply.

11

Doyle Dane Bernbach □ Combined broadcast-cable billings for Doyle Dane Bernbach came to $457.6 million, which was 7% higher than 1984. Television billings rose by $18.5 million to $406.1 million while radio climbed $9.4 million to $35.4 million. Also on the up side were cable expenditures, which increased $2.1 million to $16.1 million. There was more television spending in network—$239.6 million—than spot. The opposite occurred in radio, however, with more billings being posted for spot—$33.8 million—than network. Major accounts picked up during the year were Nabisco, Sea World, First Nationwide Savings, Seagrams (Crown Royal, Myer's rum, Leroux cordials, among others) and Mighty Distributors. Accounts resigned in 1985 were North American Philips, Western Airlines, Carteret Savings, Southern California Gas Co., and Straw Hat pizza.

15

William Esty Co. □ Total broadcast-cable billings for William Esty came to $309 million, down 2.8% from 1984. Of that figure, $290 million went to televison, $14 million to radio and $5 million to cable. Compared to 1984, $13 million less was spent in television while $4 million more was spent in radio and $1 million more in cable. Accounts picked up during the year include Texaco and Travelers Corp. Resigned from the company in 1985 was Seagram & Sons.

8

Foote, Cone & Belding □ During 1985 FCB added $38 million in broadcast-cable billings, a respectable 6.6% gain. TV swelled by $37 million, radio declined by $1 million and cable advanced by $2 million. New business obtained during the year included new assignments from Colgate-Palmolive, United Telecom, ConAgra (Banquet Foods), Armour Dial and Supercut. Resigned during 1985 was Atlantic Richfield. FCB's long list of broadcast spenders included Colgate-Palmolive, Frito-Lay, Mazda, Coors, Kimberly-Clark, California Raisin Advisory Board, Alaska Tourism, Pacific Telesis, Orion Pictures, First Interstate Bank, Kraft, S.C. Johnson & Son, Pearle Vision, Sara Lee, Volume Shoes and Long John Silver.

49

Geer, DuBois □ This marks the first time that Geer, DuBois has appeared in the top 50 Fifth Estate agency listing. The agency had television billings of $47.3 million and radio and cable expenditures expenditures of $5.2 millionx and $4.9 million, respectively. New to the Geer, DuBois fold in 1985 were accounts including the Netherlands Board of Tourism, Random House, St. Vincent's Hospital Center and White Rock Beverage Corp. (Moussy non-alcoholic beer). Relinquished during the year were Foster Grant sunglasses, William Grant & Son and E. F. Hutton.

44

Geers Gross Advertising □ A subsidiary of London-based Geers Gross Ltd., Geers Gross Advertising had combined broadcast-cable billings of $70 million in 1985, up 35.9% from 1984, and enough to push it for the second year into BROADCASTING'S top 50. Total TV billings came to $66 million, with 32% of that in network and 68% in spot. Total radio billings added up to $3 million, all of it in network. It also billed $1 million in cable—the same as the year before. Among the major new broadcast clients Geers Gross added in 1985 were Kraft for its Frusen Gladje ice cream and Lender's Bagels brands; Cosmair for Avantage, Biotherm and Armani beauty care brands; Nintendo and Hypertek. Accounts resigned included Lehn & Fink and ESPN, the cable television service. Two Geers Gross clients participated only in spot television (Ralph Lauren and Cuisinarts) and two clients participated only in network (Warner Cosmetics and L'Oreal). Kraft and Fuji participated in both.

9

Grey Advertising □ The agency reported broadcast-cable billings in 1985 of $559.2 million, up 1.8% from 1984 levels. Cable television increased by almost $6 million, to $26.1 million. Major accounts acquired during the year included Itokin America, Amerada Hess Oil Co., U.S. Department of Treasury, Mitsubishi Motors of America, Bond Investors Guaranty, John Henry shirts, Red Lobster and Humana Inc. Resigned during the year were American Motors Corp. (Renault), Lowrey organs, Marine Bank, Computer Depot and Super Valu Stores. Among active Grey advertisers were American Motors (Renault), Amerada Hess, Arby's, Beecham, Beatrice meats, Borden's, Canada Dry Bottlers, Canon cameras and business machines, Holly Farms, Procter & Gamble, Panasonic, Swift & Co., Warner Bros. and Timex. Grey clients involved in cable were General Foods, Goodrich, STP and Holly Farms.

25

HBM/Creamer Inc. □ Broadcast-cable billings at HBM/Creamer were up almost 15% in 1985 (almost $26 million) to $197 million. Most of that came from the television billings side, where the agency reported doing $92.2 million in spot business, $87.9 million in network business and $1 million in cable billings. Radio billings totalled $15.9 million, all but a fraction of which came from the spot side. Accounts added in 1985 included Nestle Taster's Choice coffee, worth $20 million. The agency reported no accounts resigned.

31

Jordan, Case, Taylor & McGrath □ This agency reported a healthy 31.4% jump in broadcast and cable billings last year, to $159 million, representing three quarters of its total. Among the new accounts added during those 12 months were Fayva Shoes, Lehn & Fink (Chubs and Wet Ones), Procter & Gamble (Zest soap), General Electric Credit Corp. and Norcliff-Thayer (Avail). Other major accounts include Nestle, Tonka, Aetna, Progresso Foods, Selchow, Welch Foods, Block Drug, Mentholatum, Midlantic Bank, Jones Dairy, LBS and Hanes Underalls.

30

Kenyon & Eckhardt □ This New York-based subsidiary of Lorimar Inc. reported its broadcast and cable billings jumped 31% to $174 million. It no longer has the Seagram's account but added several others, including Ponderosa, Faberge and Lorimar's theatrical film division. Other major television accounts include Chrysler Corp., Ocean Spray, Holiday Inns and Massachusetts Mutual Life Insurance. Television and radio accounts include Quaker State and Prudential Bache. Cable accounts include Kawasaki.

33

Ketchum Communications The agency's broadcast and cable billings jumped 18.1% last year to $137.2 million, with spot radio and television billings increasing at the same time that its network billings declined. Accounts added at the Pittsburgh-based agency include Honda, Roman Meal, Crown Zellerbach, Coors, Chemical Bank, Phar-Mor and Great America. Those accounts no longer with the agency are Wallpapers To Go, Homelite, Lyons Restaurants, Coleco Industries and Hansens. Major television accounts include Heinz, the California Egg Commission and Certainteed Corp. Mixed-media accounts include Bell Atlantic, Pizza Hut, Beatrice (Hunt-Wesson) and Stuart Anderson.

42

Kornhauser & Calene Combined broadcast and cable billings for 1985 were up slightly from 1984's $85.8 million to $86 million. Television was $73 million for 1985, compared to $72.5 million for the previous year. Network TV was $61 million in 1985, compared to $59.5 million in1984; spot was $12 million for 1985, compared to $13 million in 1984. Radio billings were at $11 million, compared to $12 million in 1984. Major accounts for the agency were Whitehall Labs, Boyle-Midway and National Westminster Bank.

43

Laurence, Charles & Free New York-based Laurence, Charles & Free's total broadcast-cable billings rose 7.7% in 1985 to $70 million. Total TV billings rose 5% to $63 million, with network up 6% to $35 million and spot up 3.7% to $28 million. Cable TV contributed $1 million, flat compared to the year earlier. Radio totaled $6 million, with $2 million of that in network and $4 million in spot. Among the major new broadcast accounts Laurence, Charles & Free added were Dreyfus Corp., Beneficial Tax Management, National Distillers and Dell Lamps. Major accounts resigned included Heublain and Discount Brokerage.

50

Levine, Huntley, Schmidt & Beaver This agency compiled broadcast-cable billings of $53.5 million in 1985. Among the broadcast accounts landed during the past year were New York Air, which allots about $2.5 million to radio; Management Science America, which plans to spend about $2 million in television in the last half of 1986 and Tele-Plus which earmarks about $1 million to promote its business telecommunications systems. Subaru is one of its long-standing accounts active in broadcast.

29

Lowe Marschalk The New York-based agency reported $174.7 million in broadcast and cable billings last year, a 7.8% increase over 1984. Helping to boost last year's billings was Braun U.S.A., whose budget Lowe Marschalk no longer places, although it still has the creative account. And although Marschalk also no longer places buys for Norcliff-Thayer (Revlon), new accounts from North American Philips and Fannie Farmer Candy Shops led the increase. Other large accounts include R.J. Reynolds, for spot television; Citicorp, Olympus, Victor F. Weaver, and MONY Financial Services.

41

MCA Advertising Ltd. Last year saw New York-based MCA Advertising increase its broadcast-cable billings 11.3% to $89 million, with television representing 91% of the total. Television billings rose 8% to $81 million, with network up 23% to $49 million, but spot down—for the second consecutive year—8.6% to $32 million. MCA Advertising reported it billed $5 million in cable in 1985, up from $3 million in 1984. Radio billings totaled $3 million, all of it in spot. MCA reported losing no major accounts; it said it added four brands belonging to Stroh Brewery, White Mountain Cooler, Schlitz Malt Liquor, Konig Pilsner and Barbican non-alcholic beer. MCA Advertising also picked up Ralston-Purina's Ghostbusters cereal.

47

McCaffrey and McCall M&M experienced a 10% drop in its total broadcasting-cable billings for 1985 to $64 million. Total television was $51 million with $37 million of that in network and $14 million of that in spot. Radio billings totaled $10 million, with $7 million in spot. Cable billings totaled $3 million, up from $1.6 million in 1984. Broadcast-cable billings accounted for 33% of M&M's 1985 billings.

10

McCann-Erickson The agency emphasized that its figures are estimates only and its final figures were not available at press time. McCann's estimates show that broadcast-cable expenditures dropped by about $17 million from 1984 levels. The decline seemed to be attributable, in part, to a decrease in the broadcast share from 68% to 63.1%. McCann did not break out its cable billings for 1985, although it reported $9 million for 1984. Major accounts gained during 1985 were brands from American Home Products, Dunlop Sports Corp., First City Bancorporation of Texas, Mennen Co., National Dairy Promotion & Research Board and the *Atlantic Journal and Constitution*. Resigned during the year were the Bechtel Group, Council for Cable Information, Nabisco Brands and Pabst Brewing. Substantial broadcast spenders were T&T Communications, Century 21 Real Estate Corp., Coca-Cola USA, Exxon Co., General Motors, Miles Laboratories (Alka Seltzer), Nestle Co. and Sony Corp. of America.

16

Needham Harper Worldwide Total broadcast billings for Needham Harper Worldwide, formerly Needham, Harper & Steers, climbed 3.1% over 1984 to $322.4 million. Of that figure, $282.9 million was directed to television ($208.8 million on network and $74.1 million on spot) and $36.2 million was spent on radio ($15.9 million on network and $20.3 million on spot). The agency also invested $3.3 million in cable TV last year.

6

Ogilvy & Mather Ogilvy reported that investments in television, radio and cable during 1985 rose to $820 million, sparked by new account acquisitions said to be more than $100 million. Television climbed by an estimated $70 million and radio by almost $30 million. Cable spending amounted to an estimated $14 million. Ogilvy did not spell out its account losses and aquisitions last year but is reported to have had a brisk new business year. Contributing to the agency's banner year were such strong advertisers as American Express, AT&T, Bowery Savings Bank, CPC International, Campbell Soup, Chesebrough-Pond's, General Foods, Hallmark, Hershey Foods, Lever Bros., Pepperidge Farms, Polaroid Corp., Trans World Airlines, Sears, Roebuck & Co. and Avon Products.

38

Ohlmeyer Advertising 1985 billings for radio and TV hit $103.9 million, with more than 90% of that from network television billings. The dollar figure represented a decline from the year earlier. While the agency lost no major accounts, Nabisco, which has a business association with Ohlmeyer, redirected some of its marketing dollars. But the tie with the food products company is expected to be a major benefit this year, following the R.J. Reynolds' purchase of Nabisco, and billings could increase by more than $100 million in 1986. Major new accounts in 1985 included Trump's Castle Hotel & Casino, the New York Yankees and two accounts through corporate connections: ESPN Cable Network (Nabisco is a 20% owner) and Harry & David Bear Creek Or-

chards, an RJR-owned company. Nabisco sponsors a number of network television events, including the Rose Parade on CBS and NBC, the Dinah Shore Golf Tournament on NBC and the Easter Parade on CBS.

40

Rosenfeld, Sirowitz & Humphrey □ Combined broadcast and cable billings for Rosenfeld, Sirowitz & Humphrey fell 7.1% from 1984's $101 million to $93.8 million in 1985. Radio billings were down by almost half from $11 million to $5.6 million in 1985. Television billings were down from 1984's $90 million to $85.4 million. Within that category, spot was off sharply from 1984's $70 million figure to $57.4 million. Network was up from 1984's $20 million to $28 million. Cable billings, which were not reported last year, were $2.8 million in 1985. New accounts for the agency included Charles of the Ritz ($10 million, mostly in television), Yugo America (projected to spend $10 million-$20 million in spot TV and radio) and three banks which will spend $5 million-$10 million. Accounts resigned include McDonald's local co-ops in New York, Michigan and Wisconsin, which had totaled $25 million.

46

Ross Roy □ Detroit-based Ross Roy saw total broadcast-cable billings fall 25.1% over 1984's mark of $89 million to $66.7 million for 1985. The agency attributed the drop-off to 1984 spending that included Olympic spending. In particular, the K-Mart account was said to be down. Among categories, cable billings registered 140% growth, up from $1 million in 1984 to $2.4 million in 1985. Radio also registered an increase—of 24%—from last year's $16 million, at $19.8 million this year. Leading the increase in that category was a $4 million jump in network radio billings.

12

Saatchi & Saatchi Compton □ The agency had a banner year in 1985, adding $109 million to its broadcast-cable expenditures. The principal benefactor was television, which posted a gain of $106 million over 1984. The substantial climb in billings was abetted by a clash of new accounts, including American Motors, Renault division, Jeffrey Martin (Topol, Laforis), Ludens Inc., Rums of Puerto Rico, Averst Laboratories, NASA and the Portuguese Tourist Office. Resigned during 1985 was the *National Enquirer*. Major broadcast clients were Procter & Gamble, Johnson & Johnson, British Airways, American Motors, Thompson Medical and Paine Webber. P&G was a heavy sponsor of daytime serials and prime-time specials. Cable clients included American Motors, Krystal Co., P&G and Johnson & Johnson.

34

Ocali, McCabe, Sloves □ This agency reported broadcast and cable billings of approximately $133 million, just over half of the New York-based agency's total, and an 8% increase over the previous year. Among the major accounts added during the year were A.H. Robins (primarily Robitussin), Chase Manhattan Bank, Bojangles of America and Equitable Life Insurance.

13

SSC&B □ SSC&B increased its broadcast-cable billings by nearly 16.7% over 1984 to $407.7 million. Of the total billings, television accounted for $368.9 million, radio, $33.9 million and cable, $4.9 million. Major new accounts signed by the agency during 1985 include Speedy Muffler King and Car X Service Systems, Timberland footware, New York State Department of Commerce (business development), Cherry Coke, Lever Brothers Aim toothpaste and Impulse body spray, RCA/Columbia Pictures International Video and Johnson & Johnson's Sure and Natural. The agency also reports that Datapoint had not advertised in 1985 and that the Mennen account had moved over to its co-owned agency, McCann Erickson.

39

Tatham-Laird & Kudner □ Tatham-Laird & Kudner bettered its 1984 combined broadcast-cable billing performance of $94.5 million by 2.6%, hitting $97 million in 1985. The largest gain among categories came in television, with a 5% gain from 1984's $80 million, up to $84 million in 1985. Of that figure, network was up from $44 million to $45 million, and spot was up from $36 million to $39 million. Compared to 1984, when radio billings were not reported, the agency reported $12 million in billings for 1985, with $8.4 million in network and $3.6 in spot. Cable billings fell from $4.5 million to $1 million in 1985.

2

J. Walter Thompson □ The agency achieved estimated domestic billings of $1,164,000,000, retaining a firm grip on second place in the broadcast-cable agency competition. During 1985 JWT increased its estimated spending by $75 million, a 6.5% gain over 1984. The extensive list of new clients acquired during the year included Lowenbrau, R.T. French, Squibb, Eckerd Drugs, Doubleday books, Royal Canadian mint and Warner Lambert. Lost during the year was H & R Block. Thompson was heavily involved in broadcast with such advertisers as Eastman Kodak, Burger King, Quaker Oats, R.T. French, Sears, Roebuck & Co., Lever Bros., Miles Laoratories, Ford Motor, Dart and Kraft, Jovan Inc. and Nabisco Brands.

23

Tracy-Locke Inc. □ Tracy-Locke, now a division of BBDO, had combined broadcast and cable billings in 1985 of $199.4 million, up 12.3%. Television billings totaled $157.7 million ($121 million in spot) and radio billings totaled almost $40 million ($35 million spot). Cable billings acounted for $2.5 million. Accounts added in 1985 included CompuShop Inc., Dillard Department Stores, Pepsi-Cola food service division, Princess Cruises and the *Dallas Morning News*.

48

Warwick Advertising Inc. □ New York-based Warwick Advertising Inc. experienced a 2.8% increase in its 1985 broadcast-cable billings to $58.9 million, with 90% of that in television. Total television billings increased 3.2% to $51.8 million, with network up 3.5% to $44.1 million, and spot up 1.3% to $7.7 million. Radio billings totaled $5.6 million, divided evenly between network and spot. Warwick reported a total of $1.5 million in cable billings. Among major broadcast clients added in 1985 were the Crafted With Pride in USA Council Inc., which spent $2.25 million during the fourth quarter in network and another $2.25 million in spot. Existing network and spot television clients included Burlington Industries, Cotel/Pfizer USA, US Tobacco Co., Sterling Drugs and Benjamin Moore paints.

21

Wells, Rich, Greene □ Billings at the agency dropped by an estimated $18.6 million during 1985. Major accounts active in broadcast and cable last year included Liberty Mutual insurance Co., Miles Laboratories, Purolator courier, Ralston Purina, Mobil Chemcial Co., Pan American World Airways, Max Factor & Co., New York State Department of Commerce and Savin Business Machines.

1

Young & Rubicam □ Y&R ran off with top honors in the broadcast-cable advertising derby among agencies with total domestic billings for 1985 of $1,514,666,000, an increase of $160.4 million over the 1984 figure. Radio achieved a comfortable gain of $16 million while the remainder of the gain came from television. Y&R reported an advance of more than $10 million in cable to $48.9 million. Abetting Y&R's growth in billings were new accounts including Walt Disney Motion Pictures, Disneyworld, Disneyland and Disney Video, American Greeting Cards, Book of the Month Club, American Home Products (Arthritis Pain Formula), Chi-Chis restaurants, Rainier Bank, Colgate, Union Carbide (STP, Simoniz and Prestone). Accounts lost during 1985 were Frito-Lay and Tang. Y&R's extensive roster of broadcast clients included General Foods, Eastman Kodak, American Home Products, Colgate, CIT Financial Services, Lincoln-Mercury Division of Ford Motor Co., Gulf Oil, Johnson & Johnson, Richardson Inc., Time Inc., Union Carbide, Warner Lambert, Del Monte, Pabst Brewing Co., Clorox, Tupperware, International Harvester and NYNEX Business Information Systems. ■

ing was underperforming, with obvious ramifications. "Music videos with us seldom got any significant ratings and were extremely difficult to sell to advertisers and agencies. It was a new form, and there was nothing [like it] in their thinking or practice. For those combined reasons, we decided it was time to get out of the business."

Last year, CBS Records became the first music video supplier to charge for the use of music videos. It has since been followed by the Warner-Electra-Asylum (WEA) group and Polygram labels. However, most outlets—broadcasters, local cable channels, even bars—have contracts with their suppliers that include "most favored nation clauses." These clauses stipulate that if an outlet agrees to pay one supplier for the use of music videos it automatically triggers payment among its other suppliers. Thus, if a broadcaster agrees to pay one supplier it must usually pay them all.

Eckersley estimates that the combination of the CBS and WEA music video catalogues accounted for one-third of the videos the station played. Until October 1985, more than 90% of WVEU-TV's broadcast schedule was devoted to music videos. Since then, the station cut back to eight hours a day.

But Garabedian, Flynn and others warn that nobody should write the obituary on music video programing. Mitch Rowen, publisher and editor of *CVC Reports*, a music video programing newsletter, said there are about a dozen stations at present using the format, most of them LPTV stations, and that for all those switching off music videos, there are an equal number switching them on. He cited Tampa, Fla., as a market where a new LPTV station is scheduled to sign on with music videos.

Also, a VHF LPTV station in Houston on channel five has recently been put up on Satcom IV, transponder 18, and is making available music video programing to cable systems and other outlets.

Using the excuse of paying for videos as a reason to get out of the business is a bit

ABC starts fast but finishes last

NBC withstood an ABC ratings charge to capture its 13th victory during the season's 19th week, Jan. 27-Feb. 2. NBC had a 18.2 average rating and a 28 average share, according to Nielsen's National Television Index. CBS had a 16.4/25 and ABC a 15.6/24.

The NBC win came despite three strong victories on Monday, Tuesday and Wednesday for ABC. ABC's Monday win was attributable to the three hour 14th-ranked *American Music Awards* (20.5/30), which won each hour of the night. Its Tuesday win was due to the strong performance of its regular schedule prior to the three networks specials at 10 o'clock (which ABC also won) on the Challenger space shuttle disaster.

And ABC won Wednesday because of a second straight strong ratings recovery by *Dynasty* (23.9/34), which has re-oriented its plot lines to feature classic character confrontations.

In the early February sweeps battle between major mini-series, national ratings showed nearly a draw. The first part of *Sins*, on CBS and starring Joan Collins, ranked 16th, while NBC's *Peter the Great* ranked 20th. In the Sunday night showdown, the three-hour first part of the CBS mini-series scored a 19.7/28, while the two-hour first part of the NBC mini-series received a 19/28. *Sins* ran second to the night's competition from 8 to 9:30, and first thereafter. *Peter the Great* was third during its first half-hour (9-9:30) and second from 9:30 to 11. ABC ran the James Bond theatrical "Octopussy," which ranked 31st for the week.

There were two additions to the week's prime time schedules. ABC's *The Disney Sunday Night Movie*. "Help Wanted: Kids," came in 41st with a 15.7/23 at 7-9. And CBS's now-canceled *Melba* scored a 9.2/13 from 8 to 8:30 on Tuesday.

HUT levels were down 1% for the week, from a 65.7 to 65.2; combined network ratings were down 4%, from last year's 52.5 to 50.4; and combined network shares were down 1%, from 77.8 to 77.1.

■ NBC took second place from 8 to 9 on Monday with the first hour of *NBC Monday Night at the Movies*, "A Masterpiece of Murder," (17.8/25). From 9 to 11, the CBS regular schedule—*Kate and Allie* (18.4/25), *Newhart* (18/5/27) and the 19th-ranked *Cagney and Lacey* (19.1/31)—ran second. NBC's *American Almanac* had a 10.1/16 from 10 to 11.

■ ABC's strong Tuesday was a result of the eighth-ranked *Who's the Boss* (23.6/34), the ninth-ranked *Growing Pains* (23.2/33) and the 21st-ranked *Moonlighting* (19.0/28). At 10, with all three networks running specials on the shuttle, ABC scored a 16.3/27, to NBC's 13.3/22 and CBS's 10.8/18.

■ From 8 to 9 on Wednesday, NBC's seventh-ranked *Highway to Heaven* (23.8/34) gave that network an 18.7/28 for the night, behind ABC's 19.6/29. CBS's Wednesday schedule delivered a 13/20.

■ NBC swept Thursday as usual, led by the first of the week's two performances by *The Cosby Show* (36/51). On ABC from 9 to 10, *Dynasty II: The Colbys* had a season-high 16.8/27, but placed third in its time period.

■ CBS chalked up another Friday victory on the strength of the 13th-ranked *Dallas* (20.9/33). ABC took 8 to 9 with *Webster* (17.9/30) and *Mr. Belvedere* (16.5/27), while NBC won from 10 to 11 with the 11th-ranked *Miami Vice* (21.4/36).

■ NBC's Saturday comedy block delivered that night for the network once again, in a win that featured the 10th-ranked *Golden Girls* (22.8/37) and the 15th-ranked *227* (20.4/30).

■ Aside from mini-series action on Sunday, a special performance of *The Cosby Show*, with Danny Kaye, scored a 27.6/40 from 8 to 8:30, ranking third for the week. From 8:30 to 9, *Amazing Stories* had a 17th-ranked 19.8/28. On CBS from 7 to 8, *60 Minutes* scored a 23.8/37, to rank fifth. The runover from the Pro Bowl on ABC gave that network a 16.3/27 lead-in from 7 to 7:16.

Rank	Show	Network	Rating/Share

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■ WKQI (92.7 mhz; Catlettsburg, Ky.) – Granted app. to change SL to 1301 Morningside Drive, Ashland, Ky. Action Jan. 7.

■ WBCN (104.1 mhz; Boston) – Dismissed app. to change ERP to 22.5 kw. Action Jan. 22.

■ WMJX (106.7 mhz; Boston) – Granted app. to change ERP to 24.5 kw, change HAAT to 719 ft., and change TL. Action Jan. 28.

■ WKLJ (107.1 mhz; Oxford, Mass.) – Granted app. to change HAAT to 319 ft. Action Jan. 27.

■ *WBRS (91.7 mhz; Waltham, Mass.) – Granted app. to make changes in ant. sys. Action Jan. 24.

■ KINI (96.1 mhz; Crookston, Neb.) – Granted app. to change ERP 100 kw and change HAAT to 1,000 ft. Action Jan. 28.

■ KLUC (98.5 mhz; Las Vegas) – Granted app. to change SL to 3510 West Hacienda St., Las Vegas. Action Jan. 9.

■ WPST (97.5 mhz; Trenton, N.J.) – Dismissed app. to change ERP to 50 kw and change HAAT to 429.6 ft. Action Jan. 23.

■ KPCE (106.9 mhz; Eunice, N.M.) – Dismissed app. to change ERP to 3.7 kw and change HAAT to 300 ft. Action Jan. 23.

■ WKSE (96.9 mhz; Asheville, N.C.) – Granted app. to install aux. sys. Action Jan. 23.

■ *WDPR (89.5 mhz; Dayton, Ohio) – Granted app. to change SL to 1514 West Dorothy Lane, Kettering, Ohio. Action Jan. 17.

■ WHOT-FM (101.2 mhz; Youngstown, Ohio) – Dismissed app. to operate formerly authorized facilities for aux. purposes. Action Jan. 23.

■ KWDQ (102.1 mhz; Woodward, Okla.) – Granted app. to change HAAT to 358 ft. Action Jan. 27.

■ KWVR-FM (92.1 mhz; Enterprise, Ore.) – Returned app. to change HAAT to minus 926 ft. Action Jan. 23.

■ WNEE (106.3 mhz; Westmoreland, R.I.) – Granted app. to change TL, change ERP to 2.47 kw, and change HAAT to 360.8 ft. Action Jan. 28.

■ WIEX-FM (95.9 mhz; Aiken, S.C.) – Granted app. to change TL and change HAAT to 524 ft. Action Jan. 23.

■ KTFA (92.1 mhz; Canyon, Tex.) – Dismissed app. to change TL, change ERP to 2.5 kw, and change HAAT to 709 ft. Action Jan. 23.

■ KLTG (100.3 mhz; Lampasas, Tex.) – Returned app. to change TL and change HAAT to 1,000 ft. Action Jan. 23.

■ KQXT-FM (101.9 mhz; San Antonio, Tex.) – Granted app. to install second aux. sys. Action Jan. 21.

■ KSCN (100.3 mhz; Stanley, Ida.) – Dismissed app. to change TL, change ERP to 97 kw, and change HAAT to 1,000.79 ft. Action Jan. 23.

■ KCPX-FM (98.7 mhz; Salt Lake City) – Granted app. to move SL. Action Jan. 7.

TV's

■ WMCC (ch. 23; Marion, Ind.) – Granted app. to change ERP to vis. 5,000, aur. 500 kw, change HAAT to 1,062 ft., change ant., and change TL. Action Jan. 17.

■ WLCN (ch. 19; Madisonville, Ky.) – Dismissed app. to make aux. site main site. Action Jan. 22.

■ KPLC-TV (ch. 7; Lake Charles, La.) – Dismissed app. to change HAAT to 1,099.49 ft. and change TL. Action Jan. 29.

■ WCIV (ch. 4; Charleston, S.C.) – Granted app. to change HAAT to 1,958.16 ft. and change TL. Action Jan. 21.

■ KTGC (ch. 21; Nederland, Tex.) – Granted app. to change ERP to vis. 2,793 kw, aur. 605 kw, change HAAT to 1,584 ft., and change TL. Action Jan. 21.

In Contest

■ Augusta, Ga. (Independent Masters Ltd. and Augusta 54 Broadcasting Co.) TV proceeding. Scheduled oral argument for Feb. 21 on exceptions to initial decision of ALJ Edward Luton granting app. of Augusta 54 Broadcasting Co. for new TV station at Augusta, denying competing app. of Independent Masters. Each party has 20 minutes for argument. Independent Masters may reserve part of its time for rebuttal. By letter, Jan. 23.

■ Midland, Tex. (Hugh M. McBeath and Responsive Chord Communications Ltd.) FM proceeding. Upheld initial decision of ALJ James F. Tierney granting app. of Responsive Chord for new FM station at Midland and denied competing app. of Hugh M. McBeath. By decision, Jan. 23.

■ Reno, Washoe Shoshone Broadcasting, et al.) TV proceeding. Granted notice of withdrawal filed by Reno Family Television Ltd. and dismissed its app. with prejudice. By order, Jan. 23.

■ Reno, Arthur Winfield Saunders Jr., et al.) FM proceeding. Granted motion for summary decision filed by Reno Broadcasters Inc. and resolved air hazard issue in its favor. By order, Jan. 23.

■ Panhandle, Ark. (James M. Cope, et al.) AM proceeding. Granted motions filed by James M. Cope and Ark Valley Broadcasters and dismissed their apps. with prejudice, granted app. of Brenda J. Miller for new AM station at Panhandle, and terminated proceeding. By MO&O, Jan. 23.

■ Oil City, Oil City (Kilgore Broadcasting and Richard Meyer) TV proceeding. Granted motion for summary decision filed by Meredith and resolved air hazard issue in its favor, granted joint request for settlement agreement and dismissed app. of Kilgore with prejudice, granted app. of Meredith for new TV station at Oil City, and terminated proceeding. By order, Jan. 23.

■ Johnson City, Kingsport-Bristol Broadcasting Corp., et al.) TV proceeding. By separate orders, granted motion filed by LIN COM and dismissed app. of Susan Cordes Kelly with prejudice, granted motion filed by Madrid Communications and dismissed its app. with prejudice. By orders, Jan. 29.

■ Laramie, Wyo. (Jill BVCI Inc., et al.) TV proceeding. By memorandum opinion, DWG Broadcasting Services Inc.'s app. dismissed with prejudice. By order, Jan. 29.

■ Carnwall, Pa. (Lancaster Radio Facing Inc.) FM/MDS proceeding. Granted motion for expedited grant filed by Lancaster and granted its app. to establish two-way facilities at Carnwall and terminated proceeding. Jan. 24.

■ Newport, Cape Canaveral-Cocoa Beach-Titusville, Fla.) TV proceeding. Granted motion for summary decision filed by North Bay Broadcasting and resolved cross interest issue in its favor. By MO&O, Jan. 27.

Call Letters

Applications

New FM's

Existing FM's

Existing TV's

Grants

New FM's

New TV's

Existing AM's

Existing FM's

Existing TV

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *